This week's news. Read perfectly. In 1977.

Tonight Live

with Livia Serrano



LIVIA SERRANO

AUGUSTIN FERREIRA

WITH DESMOND REID AND THE OVERTIME BRASS

STUDIO B · 11:47 PM · 1977

OMNI LABS

EDITOR'S LETTER

The calmest woman on television.

It is 1977, and it is 11:47 pm on UHF Channel 47. After the late movie and before the anthem, Livia Serrano sits at a walnut desk and reads this week's news, the real news of 2026, with total composure.

Behind the booth glass her director, Augustin Ferreira, is losing his mind about the numbers. He talks into a gooseneck microphone like a man who has read every growth-hacking blog that will ever be written. She answers him with a look. The band only takes its cues from her.

One episode a week, vertical, around forty seconds, on one set: the desk, the booth, the guest chair and the bandstand. Every face is an OMNI synthetic talent, and the host says so on air. These pages are from a separate lookbook shoot on the set of Studio B.

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PRODUCED BY OMNI LABS STUDIO, ISTANBUL

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SHOW
Tonight Live
with Livia Serrano

FORMAT
Weekly · ~40 s · vertical 9:16

SET
Studio B, UHF Channel 47, 1977

HOST
Livia Serrano

DIRECTOR
Augustin Ferreira

BANDLEADER
Desmond Reid



The props: the network line, the desk mic, his cue cards, his watch, his bow tie, a trumpet mouthpiece.



Studio B from the back of the floor. The booth on the left, the bandstand on the right, and the calmest desk in America in the middle.



Livia

Serrano

She never laughs at her own joke.

Livia Serrano, the host. One fact, one pause, one look.

She reads the news exactly as written, at her own speed, with her hands flat on the walnut. A slow nod is a verdict. A head tilt of a few degrees means she caught something.

She calls her director Mr. Ferreira, on air, always. When he panics, she answers with her eyes: they slide to the booth glass, hold one second, and come back to the lens.

Bottle-green velvet suit, flared trousers, a cream silk pussy-bow blouse, gold hoops and a feathered 1970s blowout. Every week she tells the audience she is a hallucination with a desk.

"Allegedly."

TALENT CARD

AGE	32
NATIONALITY	Italian / Mediterranean
HEIGHT	176 cm
MEASURES	86 · 64 · 90 cm
SHOE	EU 39
HAIR	Dark brown, long, natural soft wave
BOOKS FOR	Quiet Luxury · Editorial Beauty · Bottega-Veneta Aesthetic

OMNI-CERT-LIVIA-2026-0003
Enterprise Exclusive · issued 2026-07-12 · Bitcoin block #957,699



Beside the desk. Studio lights on, nobody in the guest chair.



The network line. It rings at the worst moment, and she never picks it up.



Augustin

Ferreira

He is terrified of dead air.

Augustin Ferreira, the director. A 1977 man who talks like a 2026 growth hacker.

He wants the numbers: the overnight book, the eighteen-to-thirty-fours, a share above four. Two seconds of silence and he believes the whole city reaches for the dial.

His tools are the talkback microphone, the cue cards on the studio floor, and his wristwatch, which he taps at the glass like a metronome of doom. He never wears headphones.

Tomato-red double-breasted suit, cobalt shirt, a polka-dot bow tie, and a cobalt fin of hair. The costume carries the absurd. He plays every line completely straight.

"Put the emu in the thumbnail!"

TALENT CARD

AGE	58
NATIONALITY	Portuguese
HEIGHT	181 cm
MEASURES	102 · 86 · 98 cm
SHOE	EU 43
HAIR	Cobalt-blue vertical fin
BOOKS FOR	Absurd Talent · Sculptural Hair · Formalwear · Beauty · Catalogue Editorial

OMNI-CERT-AUGUSTIN-2026-0033
Enterprise Exclusive · issued 2026-10-15 · Bitcoin block #971,484



The cue cards. He holds them like the future of television.



From inside the booth. He runs the show on paper. She runs it in the frame.



Desmond Reid

He only hears her.

Desmond Reid, the bandleader. Leads The Overtime Brass from the bandstand and never says a word.

The band is paid by the hour, so it plays exactly what it is cued and not a note more. Augustin begs, shouts and waves his cards at them. Desmond doesn't hear him.

Livia lifts one finger off the desk without looking, and the sting lands at once. Nobody has ever explained that arrangement.

Mustard corduroy double-breasted suit, pale-pink shirt, burgundy bow tie, two-tone loafers and an emerald hi-top.

"Three notes. On her cue."

TALENT CARD

AGE	37
NATIONALITY	American
HEIGHT	188 cm
MEASURES	100 · 80 · 96 cm
SHOE	EU 45
HAIR	Emerald flat-top hi-top
BOOKS FOR	Absurd Talent · Sculptural Hair · Formalwear · Beauty · Catalogue Editorial

OMNI-CERT-DESMOND-2026-0042
Enterprise Exclusive · issued 2026-10-15 · Bitcoin block #971,579



The getaway sting.



The cast of Studio B at the desk. Only one of them is looking at the host.



The glass look. Her eyes go to the booth, hold, and come back. It gets the laugh every time.



LIVIA SERRANO — LIVIA, THE HOST



AUGUSTIN FERREIRA — AUGUSTIN, THE DIRECTOR



DESMOND REID — DESMOND, THE BANDLEADER

The Cast

Reference sheets for the show: front, three-quarter, side, back, top-down, the face, the details and the expressions. Every frame of Tonight Live is checked against these.

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Colophon

OMNI Lookbook, Vol. 04 — Tonight Live with Livia Serrano. Designed and produced by OMNI Labs Studio, Istanbul. Set in Bodoni Moda and Inter.

All imagery was generated in-house in a dedicated lookbook shoot from each talent's reference sheet and the show's canon set, finished as a 1977 network publicity still on tungsten 35mm. No photographer, no studio and no real person depicted.

Tonight Live is an OMNI Labs original. To book an OMNI talent for your own show or campaign, write to us through omnilabs.studio/contact.

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Stay *tuned.*

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